MSU Denver’s Day of Giving, on March 19th, is a one-day fundraising event that encourages alumni, faculty, staff, students and friends to Join the Race and make a difference in the lives of our students. Last year’s Day of Giving raised over $90,000 from 530 donors. We want to build off our success last giving day to make this year better than ever! **We are counting on loyal Roadrunner family to spread the word and make an impact for MSU Denver Day of Giving!**

In this toolkit, you will find:

- A timeline of suggested times to post on your social platforms
- Sample Facebook and Twitter posts for the day before, day of, and day after
- Social media graphics and photos to use before and on Day of Giving (found in the Social Graphics folder)

Feel free to customize any of the social media posts and emails to fit the project that you are supporting! Be sure to share your messages through multiple email and social media outlets to maximize your reach.

**Follow MSU Denver on our social media networks and share our posts:**

- Facebook: [@MSUDenverAlumni](https://www.facebook.com/MSUDenverAlumni)
- Twitter: [@MSUDenverAlum](https://twitter.com/MSUDenverAlum)
- Instagram: [@msudenver_alumni](https://www.instagram.com/msudenver_alumni)

Contact Katie Mnichowicz at kmnichow@msudenver.edu and (303) 605-5820 with any questions about MSU Denver Day of Giving. Thanks for your support!

**TIMELINE**

**1 Week Before – March 12th**

- Announce that Day of Giving is 1 week away on your social channels.
- OR share the MSU Denver Alumni social media page’s posts
- Tag friends in your posts.

**2-3 Days Before – March 17th and 18th**

- Download the official MSU Denver Day of Giving pictures from the [Day of Giving website](https://www.dayofgiving.msudenver.edu).
- Change your Facebook and Twitter profile pictures and cover photos to the Day of Giving logo
- Continue posting about MSU Denver Day of Giving on your social media channels and tagging friends in your posts.
- Email your personal network. *Use the Email Template on page 4*
- Make your gift early at [advance.msudenver.edu/givingday](https://advance.msudenver.edu/givingday)

**Day of Giving – March 19th**

- Email your personal network that today’s the day! *See sample emails on page 4.*
- Post/share on social media throughout the day and tag your friends. *See sample posts on pages 2 and 3.*
- If you know someone who made a gift, send them a personal thank you or social media shout out.

**Day After – March 22nd**

- Thank your network for participating via posts.
- Share the MSU Denver Alumni Facebook and Twitter posts on your own pages
SAMPLE FACEBOOK POSTS

PRE-EVENT POSTS

MSU Denver will host their annual Day of Giving on March 19th. #JoinTheRace with me, and support **designation area of choice**! For more information, visit www.givecampus.com/schools/MetropolitanStateUniversityofDenver
#RunWithUs

MSU Denver’s Day of Giving brings together alumni, faculty, staff, and friends for a one-day fundraising event. Help us make a difference by choosing to #JoinTheRace on March 19th. Check out all of the featured projects at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

#JoinTheRace with me on March 19 for MSU Denver’s Day of Giving! Support current and future Roadrunners with a gift to **giving designation of choice** on this one-day giving event. For more information, visit: www.givecampus.com/schools/MetropolitanStateUniversityofDenver

DAY OF POSTS

Today is MSU Denver’s Day of Giving! #JoinTheRace with me, and support student scholarships (or designation of your choice). Together, we have 24 hours to make a difference in student’s lives. Support online at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

It’s time to #JoinTheRace and make a difference at MSU Denver! For the next 24 hours, join me in supporting students for MSU Denver’s Day of Giving. Give online at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

I made my gift, now it’s your turn to #JoinTheRace and give a gift for MSU Denver’s Day of Giving. You have ONE DAY to make a difference in the future of MSU Denver. Give today at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

I #JoinedTheRace for MSU Denver’s Day of Giving! Join me in making, and impact and giving to MSU Denver TODAY! Give online at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

POST-EVENT POSTS

Thank you to all of you that #JoinedTheRace for MSU Denver Day of Giving! Because of your generosity, we were able to provide valuable support to scholarships, academic programs and more. It’s a great day to be a Roadrunner!

A huge THANK YOU goes to all of our MSU Denver Day of Giving supporters! The impact you made on students in 24 hours will last a lifetime to our current and future Roadrunners. Thanks for joining the race with me!
SAMPLE TWITTER POSTS

PRE-EVENT POSTS

I plan to #JoinTheRace and support @msudenver for Day of Giving on March 19! Learn more about the featured projects at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

Join me in supporting @msudenver #DayOfGiving on March 19! Give a gift and support future Roadrunners! Learn more at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

DAY OF POSTS

I #JoinedTheRace and supported @msudenver Day of Giving! Give today at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

You have 24 hours to make a difference and #JoinTheRace for @msudenver Day of Giving! Give a gift TODAY to impact our students. Join me at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

MSU Denver made it possible for me to achieve my dream of a college education, and TODAY I get to do the same for students. #JoinTheRace and give a gift TODAY for @msudenver Day of Giving at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

Participate in @msudenver Day of Giving TODAY, and support what you love most about #msudenver. Join me at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

There’s still time to give a gift for @msudenver Day of Giving! You have ___ hours left to support our students. Impact our students at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

#GetRowdy and support @MSUSportsTODAY for @msudenver Day of Giving! #JoinTheRace and support our student-athletes at www.givecampus.com/schools/MetropolitanStateUniversityofDenver

Today is @msudenver Day of Giving! Give to the Student Emergency Aid fund to help provide one-time emergency assistance to students who are dealing with an unanticipated life event. #RunWithUs www.givecampus.com/schools/MetropolitanStateUniversityofDenver

POST-EVENT POSTS

Thank you for everyone who supported @msudenver Day of Giving! The impact you made on students in 24 hours will last a lifetime to our current and future Roadrunners. #RunWithUs

Thank you to all of you that joined the race for @msudenver Day of Giving! Because of your generosity, we were able to provide valuable support to scholarships, academic programs and more. It’s a great day to be a #Roadrunner!
SAMPLE EMAILS

1 Week Before
Date: March 12
Subject Line: Join the Race with MSU Denver

Hi ________,

On March 19, we encourage you to join us as we kick off the fourth annual MSU Denver Day of Giving. For 24 hours, you can give a gift to the area in which you are passionate about at MSU Denver. There are many giving designations to choose from – all of which enables us to provide the best possible opportunities to our students and dedicated faculty.

Join the Roadrunner family, and make MSU Denver Day of Giving a success.

If you don’t want to wait, you can always make a gift today!
www.givecampus.com/schools/MetropolitanStateUniversityofDenver

Thanks for helping us transform the lives of our students!

3 Days Before
Date: March 16
Subject: 3 Days Away from MSU Denver Day of Giving!

Hello ________,

MSU Denver Day of Giving is only three days away! We invite you to join us as we kick off the fourth annual online giving day coming up on March 19. For 24 hours, you can make a gift to the area in which you are passionate about at MSU Denver.

Run with Us and make a gift today – we can’t make it happen without YOU!

If you do not want to wait to make a gift, you can give today! Your gift will be counted in our giving day totals.

- Give online
- Support a featured crowdfunding project
- Share MSU Denver Day of Giving on your social media!

Thanks for being a part of the Roadrunner family! We appreciate your support.

Day of Giving
Date: March 19
Subject: TODAY is MSU Denver Day of Giving!

Hello ________,

MSU Denver Day of Giving is today! For the next 24 hours, we will be raising money in support of MSU Denver Students. And we need your help!

You can make your gift to a wide range of projects supporting students and programs at MSU Denver. Run with Us and make a gift today – we can’t make it happen without YOU!

Thanks for being a part of the Roadrunner family! We appreciate your support.